

★ ★ ★ ★ ★  
**STARCOM MEDIA SERVICES**  
*A Division of Leo Burnett Company, Inc.*

35 West Wacker Drive, Chicago, Illinois 60601, Tel: (312) 220-3535, Fax: (312) 220-1515

January 13, 1999

Ms. Phyllis La Russo  
Philip Morris U.S.A.  
120 Park Avenue  
New York, NY 10017

**RE: 1999 Community Events Calle Ocho Recommendation**

Dear Phyllis:

The purpose of this letter is to present a recommendation for the first community event of 1999, Calle Ocho in Miami.

**OBJECTIVES**

- Reinforce Philip Morris' leadership position among HAS 21-34
- Provide support toward an important community-oriented music program
- Support event while building awareness

**MEDIA MIX**

We propose the use of six newspapers in the Miami area as follows: El Nuevo Herald, Diario Las Americas, El Nuevo Patria, La Voz de la Calle, Imagen Latinoamericana and Conexion Argentina. We recommend using these newspapers to provide reach and timely information. Publications were selected based on the following criteria:

- Music events editorial coverage
- Top circulating titles

**SPENDING**

- B W Full Page Ad
- Run 1-3 insertions per paper
- Total cost. \$42,488

The first space closing date is the week of February 8<sup>th</sup> with materials due the week of February 15<sup>th</sup>.

Phyllis, please let us know if you are in agreement with this plan by the week of January 25<sup>th</sup>.

Sincerely,

Starcom Media Services

  
Adriana Mateus  
Media Buyer/Planner

CC: N. Vander Vorst, B. Swabon, D. Gonzales, R. Mason – LBCo.

2070831620